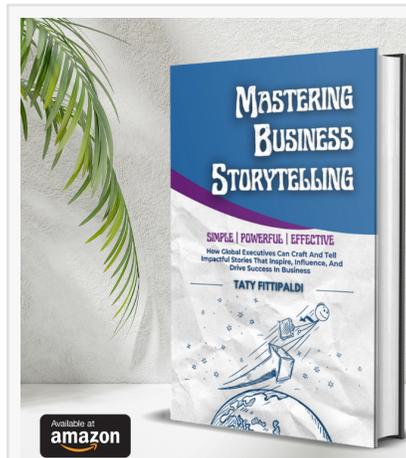


'Mastering Business Storytelling' by Taty Fittipaldi Released: A Guide for Global Executives to Lead with Influence

Now Available: Learn How Strategic Storytelling Can Transform Leadership, Business Influence, and Corporate Success

DENVILLE, NJ, UNITED STATES, June 24, 2025 /EINPresswire.com/ -- Today marks the official release of *Mastering Business Storytelling: How Global Executives Can Craft and Tell Impactful Stories That Inspire, Influence, and Drive Success in Business*, by renowned executive coach Taty Fittipaldi. Now available for purchase on Amazon and select retailers, this book provides global executives, corporate leaders, and business professionals with a powerful framework to master storytelling as a leadership tool.



WHAT'S INSIDE?

- ✓ Why and how to use storytelling in leadership.
- ✓ Colorful infographics and step-by-step frameworks.
- ✓ Neuroscience and research on Business Storytelling.
- ✓ Real-life examples and study-cases.
- ✓ Cataloging methodology for your business stories.

... and MORE!

List of Book's benefits

With business storytelling recognized as a competitive advantage in leadership, communication, and influence, 'Mastering Business Storytelling' delivers a step-by-step, neuroscience-backed guide to help executives craft compelling stories that drive engagement, alignment, and results.

"With the right story, any leader can achieve anything," says Fittipaldi. "It's not about changing reality—it's about reframing the narrative strategically to align with what you want to achieve. When you tell the right story at the right time, you become unstoppable."

Why Business Storytelling is a Game-Changer for Leaders:

Most executives rely on data, logic, and bullet points to communicate. But in today's fast-moving global business environment, facts alone don't drive action—stories do.

'Mastering Business Storytelling' helps leaders:

□ Create compelling narratives for presentations, negotiations, and leadership moments.

- Reframe existing stories to shift team mindsets and drive positive change.
- Use storytelling to strengthen company culture, engagement, and influence.
- Understand the science behind storytelling's impact on decision-making.
- Build a personal catalog of strategic stories for high-stakes conversations.

This book is for:

- Global executives, business leaders, and HR professionals looking to elevate their leadership communication.
- Entrepreneurs and corporate teams who need to craft compelling business stories for influence and growth.
- Organizations and learning institutions seeking to integrate storytelling into leadership training.

[Watch the book's trailer!](#)

'Mastering Business Storytelling' is available starting today on Amazon and select retailers. Companies and learning institutions can purchase bulk copies at a discounted rate to train teams in leadership storytelling.

- For bulk orders and corporate partnerships, email: partnerships@coachingexpatriates.com
- For speaking engagements or media inquiries, contact: press@coachingexpatriates.com

[Meet the Author](#) – Available for Speaking Engagements:

With over two decades of leadership experience managing Fortune 500 teams, Taty Fittipaldi is a globally recognized executive coach, leadership trainer, and founder of Coaching Expatriates®. She specializes in helping leaders master business storytelling to enhance influence, inspire teams, and drive business success.

Fittipaldi is available for keynote speeches, corporate training sessions, and executive leadership workshops on storytelling as a leadership skill.

Get Your Copy Today:

Mastering Business Storytelling is now available for purchase.

- Amazon Kindle & Print: [Buy Now](#)
- Bulk Corporate Orders: press@coachingexpatriates.com

For media inquiries, speaking requests, or corporate training options, contact:

- Press Contact: press@coachingexpatriates.com
- Phone: +1 551-227-4499

Taty Fittipaldi
Coaching Expatriates
+1 551-227-4499
info@coachingexpatriates.com

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